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2014 SPRING TRAINING SEASON IS ANOTHER HIT IN GLENDALE

GLENDALE, Ariz. – It's no secret that Spring Training has a major impact to the Valley and state, and in Glendale this year, numbers reflect just how vital the influx of visitors and their spending is to our economy.

This past March, both visitors and locals supporting the Chicago White Sox, the Los Angeles Dodgers, and their opponents flocked to Camelback Ranch-Glendale to enjoy America's favorite pastime. The facility, now in its sixth year of operation, saw a record six sell-out games, with an overall attendance of 202,164. Increases in attendance reflected fans for both teams, with the Dodgers' average attendance up 21%, and White Sox' average attendance up just over 11%. Camelback Ranch-Glendale attracted an average of 1,081 more fans per game than the 2013 season, a 15% increase overall. In addition, despite an abbreviated season for the Dodgers, due to the Opening Series games in Sydney, Australia, only two teams in the Cactus League had a higher per-game attendance average.

Hotels in Glendale also saw an increase; occupancy was 89%, which is an increase of about 3% over last year.

"March was filled with fans, excitement and fun at the Thunderbird Executive Inn, located at 59th Avenue and Greenway Road in Glendale," stated Danielle Bloss-Burdick, General Manager of the inn. "The Inn sold out every weekend and experienced the best revenue generating March ever!"

The visitors were also taking advantage of the Glendale Visitor Center during the spring training season, with the number of walk-in visitors up 4% over the previous year. In fact, Glendale saw great numbers from the Midwest (58% of total visitors); the Pacific region (19%); and a large influx of international travelers (23%) including Canada, the United Kingdom and Mexico. One of the busiest days

Spring Training in Glendale

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for the Visitor Center was March 15, when Camelback Ranch-Glendale hosted a double-header game.

“The Glendale Convention & Visitors Bureau (CVB) continues to enhance its marketing and advertising efforts in target markets, including southern California and the Midwest,” said Lorraine Pino, Glendale CVB manager. “We constantly seek creative ways to reach out to our key markets such as attending the Dodgers Spring Training Fest to connect with incoming fans prior to their trip to Arizona. We have also developed customized Spring Training call to action postcards for the Chicago and Los Angeles markets which draw visitors to the Glendale Visitor Center.”

For additional information on upcoming events and activities, call 623-930-4500 or like us on www.facebook.com/GlendaleCVB. You can also stay in touch and up to date on travel tips, events and discounts at www.visitglendale.com or by following @GlendaleCVB on Twitter.

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